2019-2020 CAMPAIGN PRESENTATION GUIDE

Your step-by-step companion for presenting an effective campaign

Who are you?
Introduce yourself
• If you’re a Loaned Campaign Specialist, briefly describe what that is and the company you represent

Who we are
Since 1924, United Way of Miami-Dade has been an enduring force in changing lives and creating a positive impact in our community. On this 95th anniversary, our community of volunteers and advocates are more committed than ever to working with us to build a stronger Miami. It is through our work in education, financial stability and health that we effect change — transforming vulnerability into empowerment, poverty into opportunity and despair into hope.

What we do
United Way fights for the education, financial stability and health of every person in our community.

Here are just a few examples of how we do what we do:
• Research the needs of our community
• Partner with organizations and individuals
• Invest in quality programs that create lasting, sustainable and measurable change
• Advocate for policies that improve lives
• Engage the community in building a stronger Miami

Fight for a stronger Miami. Join us now.

Share:
• Campaign video: Highlight the challenges in Miami-Dade and how United Way is addressing them by showing the campaign video

If you have more time consider using:
• Testimonial speaker: Introduce [insert name] from [insert place] who’ll share how United Way helped them
• Personal story: Share a personal story about someone who was directly impacted by United Way
Who we fight for

- **ALICE** – Asset Limited, Income Constrained, Employed – people who work hard every day and are just one emergency away from falling into poverty
- The 2018 report shows that 40% of Miami-Dade households fall into the ALICE category. Another 19% earn less than the Federal Poverty Level. Combined 59% of Miami-Dade families are barely making ends meet

United Way’s impact in our community

Choose *Hard Facts* or *Heartfelt Stories* from the list below to tailor your presentation to suit your audience. Use insightful statistics, an emotional story or a combination of the two.

**Education**

**Hard Facts:** This year, our efforts to help students make effective choices and improve behavior resulted in:

- 8,442 young people participated in programs that led to better grades, increased school attendance and fewer at-risk behaviors
- Through our after-school and summer programming:
  - 87% of students improved their reading skills
  - 88% of students maintained or improved their grades

**United Way Initiatives:**

- United Way Center for Excellence in Early Education - Established in 2007, the United Way Center for Excellence in Early Education is an innovative educational and professional learning initiative dedicated to elevating the quality of early care and education in Miami-Dade and beyond.
  - **Results:** 10,583 children received quality early education that increased their chances for success in school
  - 5,831 total hours of professional learning to 656 early care and education professionals at 256 programs
- United Way Youth Institute - A yearlong student institute that focuses on empowering at-risk local youth to become successful in their careers, lifelong community advocates and agents of change.
  - **Results:** 82% of participants said Youth Institute opened up job/career opportunities for them
- United Way EDEN Place (Educate. Develop. Empower. Nurture.) – Established in 2016, United Way EDEN Place works with multiple partners, including Sant La, Overtown Youth Center and Miami-Dade County Public Schools, to support children and families in the Overtown and North Miami communities.
  - **Results:** EDEN Place has already helped 340 individuals this past year with single services, which include access to computers, outreach tours, food and clothing donations
Heartfelt Stories:

- Consider showing or sharing Jorge’s story

Financial Stability

**Hard Facts:** When we empower individuals and families with financial tools and support, we help them pave a path to financial independence. This year, our efforts resulted in:

- 3,227 employment placements
- 1,226 individuals received shelter
- 3,041 individuals participated in financial education workshops and learned how to budget, manage and save money

United Way Initiatives:

- United Way Center for Financial Stability - Established in 2009, the United Way Center for Financial Stability helps working individuals and families pave a path to financial independence by providing a full range of services and support – from financial coaching and credit counseling to free tax preparation, employment assistance and more.
  - **Results:** 10,341 unemployed and underemployed individuals participated in United Way supported training and placement programs to help them access jobs
  - **Results:** Since its inception, Mission United has served 477 veterans by helping them with legal assistance, employment assistance and housing support
- Volunteer Income Tax Assistance (VITA) – For expert, free tax preparation by IRS-certified volunteers, individuals with combined household incomes of less than $55,000 a year can access over 40 sites around Miami-Dade County
  - **Results:** Through the Volunteer Income Tax Assistance program, Miami-Dade taxpayers received more than $12 million in refunds and Earned Income Tax Credits of almost $4 million, saving $2.4 million in tax preparation fees

Heartfelt Stories:

- Consider showing or sharing Derek’s story

Health

**Hard Facts:** When we improve access to health care services and promote healthy behaviors, we help people lead healthier lives. This year, through our efforts:

- 33,685 people accessed services for improving physical, mental, or emotional health
- 43,986 screenings, tests, and assessments were conducted
- 9,802 older adults ages 55 and over received nutritious meals, help at home to bathe or dress, and support for caregivers
More than 8,000 mental health counseling sessions were provided to the especially vulnerable
33,550 therapeutic sessions were provided to individuals with disabilities and developmental challenges

United Way Initiatives:

• United Way HEAL (Healthy Eating Active Living) – An initiative with Baptist Health and other partners to establish a school-based “culture of health and wellness” among children, teachers and their families at Wesley Matthews Elementary School.
  • Results: After finishing a 12-week Cooking Matters program, 87% of students reported that they could make healthier choices when eating out

• FamilyWize – A prescription discount program that saves an average of 43% per prescription. Since its inception in 2007, the program has saved 160,000 Miami-Dade families over $13.4 million.
  • Results: More than 175,000 families in our community have used Familywize, saving more than $15 million

• National Alliance on Mental Illness (NAMI) – For decades, our United Way has been committed to improving mental health. If an individual is struggling with mental health issues, either personal or family related, the National Alliance on Mental Illness (NAMI) can help.
  • Results: Provided seven monthly family support groups in English and in Spanish with 422 attendees
  • Began a bilingual family support group in Creole/Spanish/English at Sant La Community Center in North Miami

Heartfelt Stories:

• Consider showing or sharing Filiberto’s story

Our role in Hurricane Relief

Hard Facts: Time and again, our United Way has played a key role in helping people and communities recover and rebuild after a crisis. Working with our community partners, we offer a variety of services to ensure that those who will be or have been affected by a disaster get the help they need as quickly and efficiently as possible.

• Operation Helping Hands - a partnership between our United Way, Miami Herald/el Nuevo Herald and others to provide people in South Florida an efficient and trusted way to respond to disasters locally and in other parts of the world.

Why United Way?

• UNITED WAY DOUBLES THE IMPACT OF YOUR GIVING - Through matching grants, corporate, in-kind gifts and more, your gift goes further
• YOUR DOLLARS STAY LOCAL - Your gift stays in your community
• **YOU’RE IN CONTROL** - Volunteers like you examine the needs in our community and determine the most effective solutions

• **YOU CAN TRUST US** - We adhere to strict governance practices

• **YOUR VOICE MATTERS** - We advocate for policies and programs that support children and families

### How you can help

- United Way needs your help to fight for a stronger Miami
- We’re all a part of this community
- We all have a stake in making our community the best place to live, work and play
- It takes all of us working together to fight for a stronger Miami through giving, advocating and volunteering

### 9500 for 95 Challenge

To celebrate our 95 years of impact in the community, United Way of Miami-Dade has launched the 9500 for 95 Challenge: We are recruiting 9,500 volunteers for 95 community projects taking place during our anniversary year. Join us in the fight for a stronger Miami. Make an impact in our community and volunteer today. Visit volunteermiami.org.

### Join the fight for a stronger Miami!

Be a hand raiser, a problem solver. Join hands with your colleagues, friends and neighbors to fight for a stronger Miami. Open your heart and give generously in any of the following ways:

- **Gift card** (should have copies if using paper forms) – review the gift card or refer them to their online giving portal and make sure you specifically ask them to give and be as generous as they can

- **Leadership Circle** (have copies of Leadership one pagers) – describe the Leadership Circle and that it’s a $1,000 a year commitment. We also have various other levels of Leadership including the Tocqueville Society at $10,000 a year
  - **Fast track** – Ability to get to the $1,000 or any other level through a 3 year step up program. You commit to the Leadership level of your choice and get there in 3 years but receive all of the benefits in the first year

- **Giving communities** – all are described in detail in other materials
  - LINC (Lead. Impact. Network. Change.) – millennials under 30, gift of $250 or more
  - Young Leaders – 40 and under, gift of $1,000 or more
  - Women United – women, gift of $1,000 or more
  - Tocqueville Society – gift of $10,000 or more
  - Continue United – 55+, gift of $100 or more
THANK YOU FOR FIGHTING FOR A STRONGER MIAMI!

Materials to have available:

- Campaign brochure
- What we fight for document
- What your money buys one-pager
- Frequently asked questions
- United Way gift card
- Leadership benefits one pager
- Giving communities one pager
- LINC one pager
- Young Leaders one pager
- Women United one pager
- Tocqueville Society one pager
- Continue United one pager
- United Way initiatives one pager
- Services offered brochure
- United Way Annual report
- United Way Center for Excellence in Early Education annual report
- Any additional materials, such as sponsorship brochures, that are appropriate